



CS 97-55  
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APR 3 1997

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Federal Communications Commission  
Office of Secretary

February 1997

The Honorable Reed Hundt  
Federal Communication Commission  
1919 M Street, NW  
Washington, DC 20554

Commissioner Reed Hundt

We are writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's rating system.

The National Association for Family and Community Education and its affiliate, The Texas Association for Family and Community Education are grass-roots organizations which have been actively involved in family issues for the past 60 years. We are very concerned that the family issue of the recently implemented television rating system does not address the needs of parents.

The questions generated by the current age-based television ratings system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in America today.

*I am in full favor of stricter ratings on T.V.*

Sincerely,

*Muriel Heimich*

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Federal Communications Commission  
Office of Secretary

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The Honorable Reed Hundt  
Federal Communication Commission  
1919 M Street, NW  
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Commissioner Reed Hundt

We are writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's rating system.

The National Association for Family and Community Education and its affiliate, The Texas Association for Family and Community Education are grass-roots organizations which have been actively involved in family issues for the past 60 years. We are very concerned that the family issue of the recently implemented television rating system does not address the needs of parents.

The questions generated by the current age-based television ratings system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in America today.

*I am in favor of stricter television ratings*  
Sincerely, *Maria Kestel*

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C897-55

The North Carolina  
Extension Homemakers Association, Inc.

February 1997

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APR 3 1997

Federal Communications Commission  
Office of Secretary

The Honorable Reed Hunt  
Federal Communications Commission  
1919 M Street, NW  
Washington, D.C. 20554

Commissioner Hunt :

We are writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's rating system.

The National Association for Family and Community Education and its affiliate, North Carolina Extension Homemakers Association, are grass-roots organizations which have been actively involved in family issues for the past 60 years. We are concerned that the family issue of the recently implemented television rating system does not address the needs of parents.

The questions generated by the current age-based television rating system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in America today.

Sincerely,

*Lois E. Tebo*

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March 28, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

**DOCKET FILE COPY ORIGINAL**

Dear Chairman Hundt and Commissioners:

RE:CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Lakewood Elementary School PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall demonstrate overwhelming parental preference for a rating system that gives parents information about the content of programs. These surveys were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen is useless.


The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead we request the following:

- \*That the FCC accept a rating system that includes content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- \*That the FCC require a V-chip band broad enough to allow parents to receive more than one rating system;
- \*That the rating icon on the TV screen be made larger, be more prominently placed on the screen, and appear more frequently during the course of a program;
- \*That the rating board be independent of the industry and the FCC and that it include parents; and
- \*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Letter to Chair Hundt and Commissioners  
-Page Two-

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

A handwritten signature in cursive script that reads "Cynthia Holder Steiner". The signature is written in dark ink and has a fluid, connected style.

Cynthia Holder Steiner  
Legislative Chair  
Lakewood Elementary PTA

c: Diane Pitts, President  
Lakewood Elementary PTA

Patricia Davies  
7398 London  
Rancho Cucamonga, CA 91730  
#909 / 989-3714

March 31, 1997

DOCKET FILE COPY ORIGINAL

Mr. Reed Hundt, Chairman  
Federal Communications Commission  
1919 M Street NW, Room 222  
Washington, DC 20554

**RE: CS Docket No. 97-55, FCC 97-34**

Dear Mr. Hundt and Members of the Commission:

I am concerned about the television V-Chip rating system currently under consideration by the FCC. This system, proposed by the TV Industry in January 1997, serves the industry better than families and children. What parents really need and want is information about the content of programs their children might watch, not merely an age-rating system.

Parents want to decide what is appropriate for our children based on the content of the program. With content descriptions, shown on the TV screen and publicized in periodicals that list TV schedules, the content ratings would be very helpful.

Please do not approve the V-Chip rating system proposed by the TV industry and instead call for one that would be more helpful to parents. We would have more confidence in a system that was independent of the TV and entertainment industry, and that included parents in the process.

Thank you for the opportunity to comment on this critically important issue.

Sincerely,



Patricia Davies

# UTAH CONGRESS OF PARENTS AND TEACHERS, INC.

Utah PTA  
1037 East South Temple  
Salt Lake City, Utah 84102

*Celebrating Every Child*

Linda M. Parkinson, President

Phone: (801) 359-3875  
(800) 246-3875  
FAX: (801) 537-7827

CS 97-85

March 28, 1997

DOCKET FILE COPY ORIGINAL

Mr. Reed Hundt  
Office of the Secretary  
Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, D.C. 20554

Dear Mr. Hundt:

I am writing to solicit your support in favor of a content-based ratings system for television programming. The Television Implementation Group has suggested an age-based television ratings system contrary to survey findings completed by the National PTA, U.S. News and World Report and the Media Studies Center/Roper Center Poll, all overwhelmingly indicating that parents prefer a rating system that gives them comprehensive, objective details about television programs.

In order for families to make informed decisions regarding the television programs they will be watching, it is imperative that the program rating icon and TV periodicals include content descriptions.

I urge you to support changes in the current v-chip system of ratings and include content based information for the well being of all children and families.

Sincerely,



Linda M. Parkinson  
Parent

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the Hollywood Beach School PTA to voice our opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make informed decisions about what is appropriate TV programming for their children. We do not want the TV industry to interpret what is best for our children. Parents want and need to make those choices themselves based on content information about the programs offered. A rating system without content descriptions is useless.

We request that the FCC not approve, under any circumstances, the current industry rating system. Instead we request the following:

That the FCC should not accept a rating system that does not include content information about programs (IE: V for violence, S for sexual depiction and nudity, and L for language).

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system.

That the rating board be independent of the industry and the FCC and that it include parents.

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to our children and our family.

Sincerely,



Oxnard, California

**Karen Brandin**  
3414 Sunset Lane  
Oxnard, CA 93035

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March 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the John Muir PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Mark O Innes*

**JOAN & MARK INNES**  
544 CHERRY AVE.  
SAN BRUNO, CA 94066

**JOAN & MARK INNES**  
544 CHERRY AVE.  
SAN BRUNO, CA 94066

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CS 97-85

March 20, 1997

JACKET FILE COPY ORIGINAL

Dear Chairman Neundt & Commissioners:

I am writing on behalf of the National PTA and the Illinois PTA to voice our opposition to the current TV rating system. The current rating system is inadequate and needs to be expanded to include information about program content.

I am a workshop presenter for the National PTA's Critical TV Viewing Project and I can assure you that at every workshop parents tell me that the rating system needs to be improved.

Sincerely

Gretchen Shugart  
16 W Pennsylvania  
Belleville IL  
62220

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and Brookridge Elementary School in Overland Park, Kansas, to voice my opposition to the v-chip rating system presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U. S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity), and L (for language);

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Judy M. Young  
Michael B. Young

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Young  
9335 Hardy  
O. P., KS 66212

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

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**RE: CS Docket No. 97-55, FCC 97-34**

I am (we are) writing on behalf of the National PTA and the Plaza School, Baldwin, N.Y. (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Kathleen Gregory*  
2141 Walnut St.  
Baldwin, N.Y. 11510

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CS 97-55

The North Carolina  
Extension Homemakers Association, Inc.

February 1997

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Federal Communications Commission  
Office of Secretary

The Honorable Reed Hunt  
Federal Communications Commission  
1919 M Street, NW  
Washington, D.C. 20554

Commissioner Hunt :

We are writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's rating system.

The National Association for Family and Community Education and its affiliate, North Carolina Extension Homemakers Association, are grass-roots organizations which have been actively involved in family issues for the past 60 years. We are concerned that the family issue of the recently implemented television rating system does not address the needs of parents.

The questions generated by the current age-based television rating system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in America today.

Sincerely,

*Maxine M. Butts*

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American Mothers, Inc.®

CS 97-55

**Deb Badeer - 1993 Nebraska Mother of Young Children**

1321 Beechcraft Rd. • Lincoln, NE 68527 • 402-489-8198

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APR 3 1997

Federal Communications Commission  
Office of Secretary

Dear Honorable Reed Hundt,

As a mother of 7 children, and as a member of the Nebraska Mothers Assoc., I am writing to you, as chairman of the FCC, with deep concerns about ~~for~~ the effect of TV on American children.

I have seen both an age-based rating system and plans for a content-based system, and strongly prefer the latter. A content-based TV rating system would be of help to parents.

It is time to clean-up TV with:

- ① A Content-Based Rating System
- ② A Restoration of "Family Hour"
- ③ A Public Hearing where the FCC can hear American parents on this issue!

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Thank you for your work on the FCC.

Sincerely, Deb Badeer



CS 97-55

March 1997

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Federal Communications Commission  
Office of Secretary

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Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street NW, Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and the Bollman Bridge Elementary PTA in Jessup, Maryland to voice my opposition to the v-chip system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as "V" (for violence), "S" (for sexual depiction and nudity), and "L" (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely yours,

Nancy Zanos

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March 22, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222

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APR 3 1997

Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

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We are writing on behalf of the National PTA and the Frank Lloyd Wright PTA, West Allis Wisconsin to voice our opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV Screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the **FCC should accept no rating system that does not include content information** about programs such as V(for violence), S(for sexual depiction and nudity), and L(for language);
- That the FCC require a V-chip band broad enough that would **allow parents to receive more than one rating system**;
- That the **rating icon on the TV screen be made larger, more prominently placed** on the screen, and **appear more frequently** during the course of a program;
- That the **rating board** be independent of the industry and the FCC and that it **include parent**; and
- That any rating system approved by the FCC be evaluated by **independent research** to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families,

Sincerely,

Carol Mainwaring  
Legislative Chair  
West Allis, Wisconsin

~~ity to comment on an issue so important to children and families:~~

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Kathy Zingales

Patricia Taylor

Eva Payne  
Bruce H. Hester

Kathy Hubrich  
Peggy M. Marussek  
Carol Mainwaring  
Lauri H. Hester



Chairman Reed Hundt and the FCC  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY RECEIVED 19, 1997  
APR 3 1997

RE: CS Docket No. 97-55, FCC 97-34

Federal Communications Commission  
Office of Secretary

Chairman Hundt and Commissioners:

I understand the FCC is accepting comments from individuals, and organizations, on the proposed TV industry rating system. As a parent, and the vice president of our school's PTA, I have an active interest in this matter.

I understand a rating system is required for the V-chip provision of the Telecommunications Act of 1996. This ratings system is intended to help parents determine what television programs are appropriate for viewing by their children.

Mandating an industry wide addition to all TV sets made after 1996 (the v-chip) and then using a rating system that is a not an adequate tool for this addition (the proposed age based system) is a waste of money, and time, for all concerned. This is like buying a pair of skates without getting the skate key.

The age based rating system doesn't give enough specific information to parents so they can make an informed decision. A content based rating system, one that gives information about the content of the TV program, as part of the rating on the screen, would be infinitely more useful.

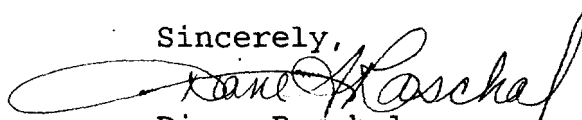
The current rating of "TV-PG" means Parental Guidance Suggested; but, without specific content information, it gives parents nothing with which to guide. Is there violence? Nudity? Sex? Explicit language? How much? How graphic?

To avoid a waste of resources, time, and money, and to insure that the intentions of the Telecommunications Act of 1996 are served, I request that the Commission do the following:

- 1) That the FCC not approve the current TV rating system or any other system that does not include content information about programs.
- 2) That the board that rates programs should be independent of the TV industry and should include parents as members.
- 3) And, finally, that any rating system the FCC adopts be evaluated periodically, by an independent party, to determine if it meets the needs of parents and families. We are, after all, the group the system was intended to benefit.

Thank you for soliciting my opinion.

Sincerely,



Diane Raschal  
4235 S. Grove  
Stickney, IL 60402-4438

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street NW, Room 222  
Washington, DC 20554

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APR - 3 1997

Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and Commissioners:

DOCKET FILE COPY ORIGINAL

RE: CS Docket No. 97-55, FCC 97-34

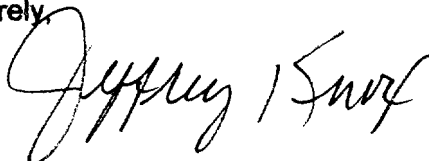
I am writing on behalf of the National PTA and the Oak Grove Elementary School PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program.
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



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**MEXICO HIGH SCHOOL PTSA**  
**Mexico High School**  
**629 N. Wade St.**  
**Mexico, MO 65265**

**Robert & Cindi Hodges**  
**Co-Presidents**

March 20, 1997

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**APR 3 1997**

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

**DOCKET FILE COPY ORIGINAL**

Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

We are writing on behalf of the National PTA and the Mexico High School PTSA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

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- \* That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \* That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- \* That the rating board be independent of the industry and the FCC and that it include parents; and
- \* That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families

Sincerely,

  
Robert and Cindi Hodges  
Co-Presidents, MEXICO HIGH SCHOOL PTSA

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*Your letter must be received by April 8, 1997*

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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APR 3 1997

Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am (we are) writing on behalf of the National PTA and the Horace Mann (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Your Name  
Town, State

*Ayash Podulka*  
*NORTH BERGEN, NEW JERSEY*

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**Edward V. Walton School PTA**

601 Mountain Ave.  
SPRINGFIELD, NJ 07081

Phone 201-376-1304

March 22, 1997

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Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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APR 3 1997

Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and Commissioners;

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Edward V. Walton School PTA, Springfield, New Jersey. As the mother of two small children and the PTA president of and early childhood center, I would like to voice my opposition to the television (v-chip) rating system presented by the TV Rating Implementation Group. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Rather, I request that the FCC accept no rating system that does not include content information about programs such as V (violence), S (for sexual depiction and nudity), and L (for language), and that any rating system approved by the FCC be evaluated independent research to determine if it meets the needs of parents and their children..

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Kelly Gardner  
PTA Presidenat E.V. Walton School  
201-376-7699

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## SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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APR 3 1997

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Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am (we are) writing on behalf of the National PTA and the Chesapeake (local) council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Your Name  
Town, State

*Sherry Waggoner*  
*Chesapeake, Ohio 45619*

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Jonathan L. Mercier  
63 Jensen Street  
Manchester, CT 06040

March 25, 1997

Mr. Reed Hundt, Chairman  
Federal Communication Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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APR 3 1997

Federal Communications Commission  
Office of Secretary

RE: CS DOCKET NO. 97-55, FCC 97-34

Dear Chairman Hundt:

I am writing to voice my concern with the rating system as presented the by TV Rating Implementation Group, on January 17, 1997. While the group's efforts are to be commended, they do not provide parents with sufficient information. Parents do not look to the TV industry to interpret what is best for their children. Yet this is what an age based system does.

Parents need and want to monitor their children's television themselves, based on specific information on program content. Any rating system without clear content descriptions on the screen and publicized in TV periodicals is clearly inadequate.

In discharging its statutory obligation, I urge the FCC to approve a rating system only if it includes the following:

- Specific content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- A rating board that is independent of the industry and the FCC and that includes parents;
- A larger rating icon on the TV screen that is more prominently placed and appears frequently during the course of a program; and
- A V-chip band broad enough that would allow parents to receive more than one rating system.

Most importantly any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue that is critical to American families.

Very truly yours,

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Jonathan L. Mercier

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APR - 3 1997

Federal Communications Commission  
Office of Secretary

Honorable Reed Hundt, Chairman  
Federal Communications Commission  
1919 M Street NW  
Washington, D.C. 20554

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MAR 24 1 20 PM '97

CABLE SERVICES BUREAU

Re: Pending Television Rating System

Dear Mr. Hundt,

Because of the flood of TV violence, sex, and bad language, I feel that the rating system needs to be based on CONTENT rather than age. Also, there needs to be a return to respecting THE FAMILY HOUR at which time only wholesome and appropriate programs are aired.

The current trend of television programs is contributing to the moral decay of our once great nation. I urge you to base the new television rating system on content of programs, which will be a better guide for parents trying to monitor their children's TV viewing.

Sincerely,

*Rosemary DeWitt*  
*Reed DeWitt*

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BRYAN B. GRESHAM  
9205 LYNDONWAY DRIVE  
RICHMOND VA 23229

CS 97-55

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Federal Communications Commission  
Office of Secretary

12 March 1997

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MAR 24 1 19 PM '97

CABLE SERVICES BUREAU

To: Jack Valenti  
ABC-TV Audience Relations  
NBC-TV Audience Services  
UPN % Len Grossi  
WB % Mendel Tropper  
FCC Chairman Reed Hundt

Re: TV Rating Systems

First of all the age-based system based on the MPAA film model is deceptive, easily circumvented and mainly ignored. Only Valenti or a sycophant could say that the feature film model has worked for 28 years.

We have ignored it for 27 years because it is worthless for trying to determine the objectionable content of a movie. We have counted on our local reviewers to provide that information.

As a student of movies (my father was a projectionist in the 1930's) I read many of the biographies of the actors and directors and producers. In every case they state how stupid the code is and enumerate how they have gotten around it. The main ploy is to include something so outrageous that it has to be cut and then argue that the board has already had a swing at cutting when it gets around to what they really want.

You have only to view some of the PG movies to see how deceptive the ratings are. The real question should be whether feature films shouldn't be content rated when released.

Secondly the content based ratings used by the pay TV channels provide the information we need to determine whether a particular movie (and by extension TV program) is appropriate for the group watching it. The first time we had HBO it was a revelation to find a rating system that is so honest and straight forward. We could actually tell ahead of time if we would rather not watch because the movie would be offensive to us. Wouldn't it be great to have that information about TV programs?

Sincerely,



Bryan Gresham

copy: Katherine Phillips (TV Richmond Times-Dispatch)

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